Emily Dalton

Experience

January 2015
Present

Digital Content and Systems Coordinator
Northwestern University Press | Evanston, IL

- Manage complex metadata for highly specific scholarly book projects. Ensured that product data was accurate and fresh across distribution channels to maximize discoverability.
- Spearheaded eCommerce initiatives utilizing email marketing and targeted advertising increasing direct to consumer web sales during the 2017 fiscal year.
- Led grant-funded digital initiatives introducing open access titles on two new platforms .

September 2013
December 2014

Data Analyst
Industrial Data Associates | Chicago, IL

- Optimized search terms, mapped and refined data models, classify products and normalize eCommerce product data for manufacturers and distributors of technical, scientific, and industrial products.
- Fostered subject matter expertise on client products and eCommerce practices through research and competitor analysis.
- Improve client site search through pinpointing of terminologies, attributes and categorization structures critical to product definition and retrieval in search.

July 2012
August 2013

Assistant Editor, Digital Assets and Information Architecture
Quarasan | Chicago, IL

- Coordinated content delivery, managed information hierarchy, and authored sitemap for a national crossdisciplinary digital curriculum for Pearson Education.
- Worked collaboratively with client representatives, in-house editorial, project management, and production teams to ensure successful asset delivery schedule.
- Trafficked thousands of assets in content database, tracking asset IDs, rights and branding information.

October 2010
July 2012

Digital Publishing Specialist
Publications International | Lincolnwood, IL

- Created and managed department schedules and project assignments for production team.
- Typeset and laid out publications supporting Art Directors and Editors while developing fixed-layout and reflowable ebooks for tablet platforms.

October 2008
July 2012

Visual Resource Specialist
Publications International | Lincolnwood, IL

- Conducted photo research accessing stock agencies, historical societies and photographers to obtain cost effective images.

Education

2007   B.A., History of Art, University of Michigan

Certifications

April 2019   Northwestern Coding Bootcamp

March 2018   Applied Project Management, Northwestern University

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Contact Info

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Skills

Programming:
Bootstrap
CSS
HTML
JavaScript
JQuery
MySQL
Node

Design:
Acrobat
Illustrator
InDesign
Photoshop
Premiere

Project Management:
Microsoft Project
Slack